A BOOKLET OF DECORATION.

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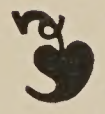
A BOOKLET OF DECORATION



BY THE

W. P. NELSON COMPANY

CHICAGO

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N this, our third booklet, we have illustrated a number of rooms done in different styles and schemes of decoration.

We can expect to give only a few examples in such a limited space, but these suggestions should suffice to demonstrate how we can transform any four walls, however commonplace, to a room that is delightful to look upon, and what is more to the point, delightful to live in.

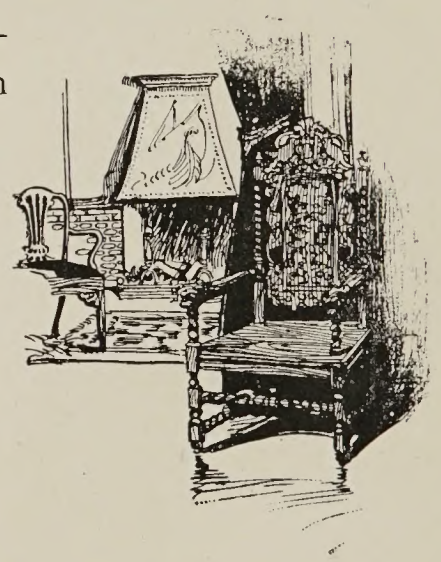
When the decoration is the work of an artist, one may be sure that only one thing can increase the joy of the beholder, and that is—the introduction of a charming hostess.

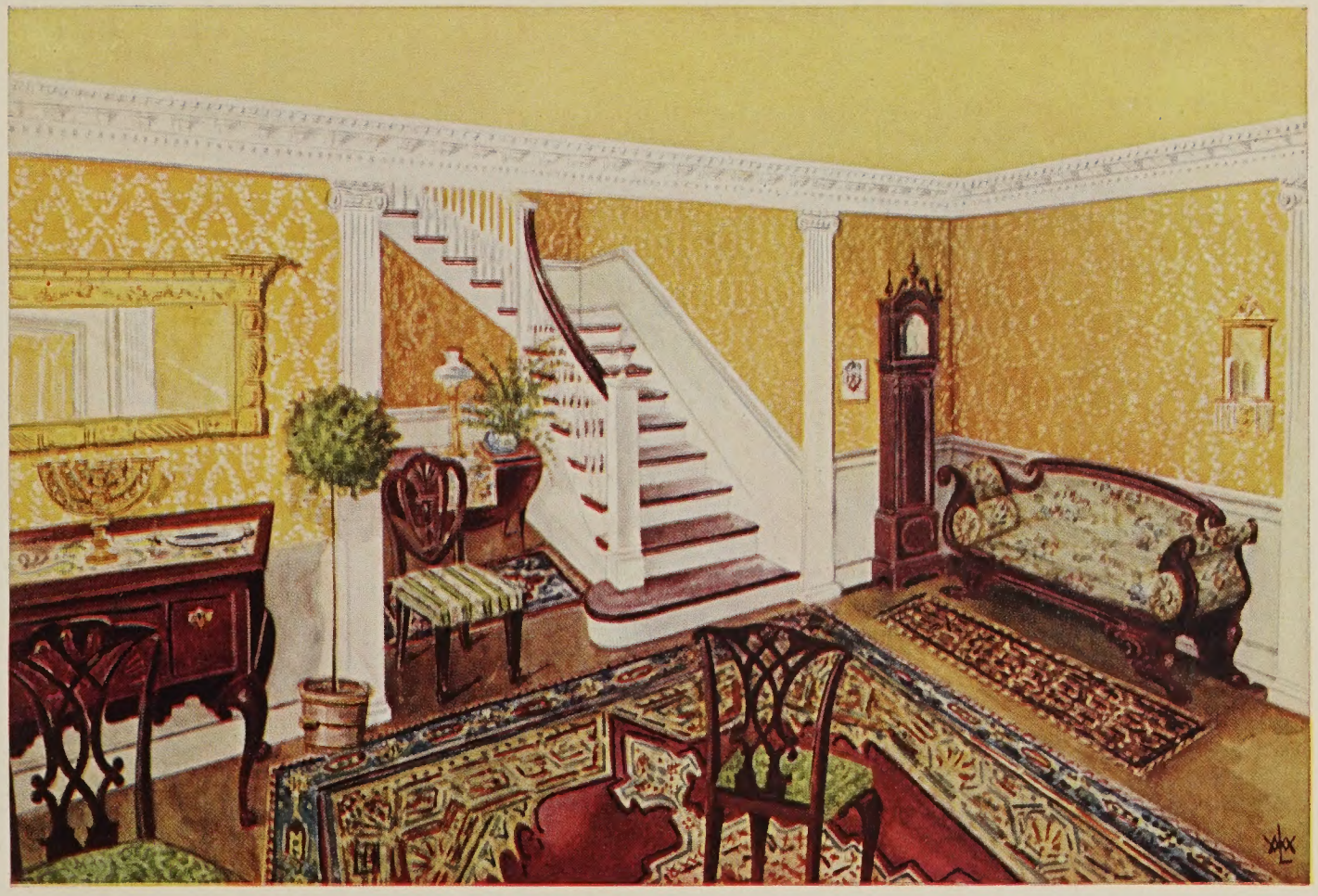
AS yellow imparts a sunshiny warmth and brightness to a room, it is especially suitable in a Hall, which is often but poorly lighted from without.

A cheery and hospitable treatment for this room creates a desirable impression of cordiality, which is reassuring to both guest and host.

The interior opposite shows a very simple wall-paper or stencil decoration with white enamel woodwork and mahogany trimmings.

The style is after the Colonial, with furnishings in keeping. This style is particularly well adapted to rooms in modern homes.



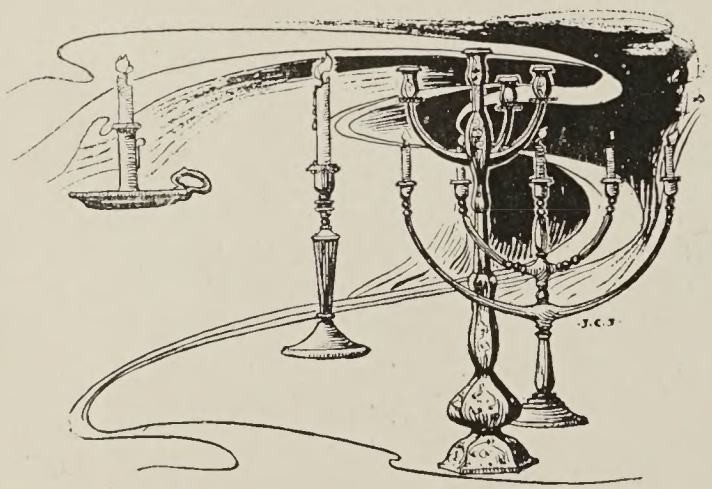


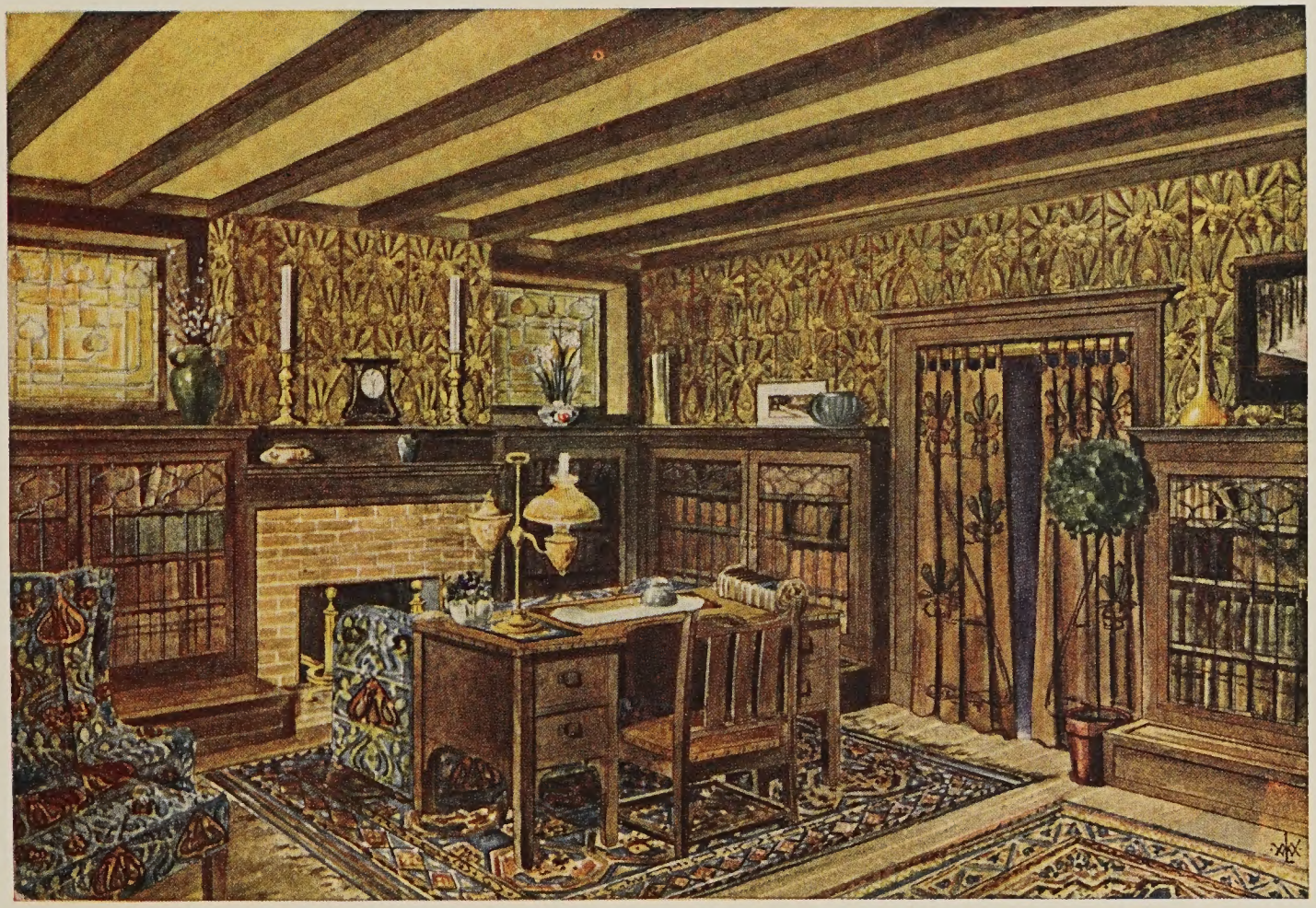
COLONIAL RECEPTION-HALL

QUIET and comfort should be suggested in every feature of the Library decoration.

A simple style of architecture and furniture is suitable here, and perhaps no color scheme could be suggested that would be in better taste than brown, yellow, and green. These colors even harmonize with the bookbindings.

The horse-chestnut design on the walls might be stenciled on burlap, or a good paper in these shades may be used. Portières shown are of leather, with the design applied. The woodwork and furniture are in the new fumed oak — a finish now very much used.





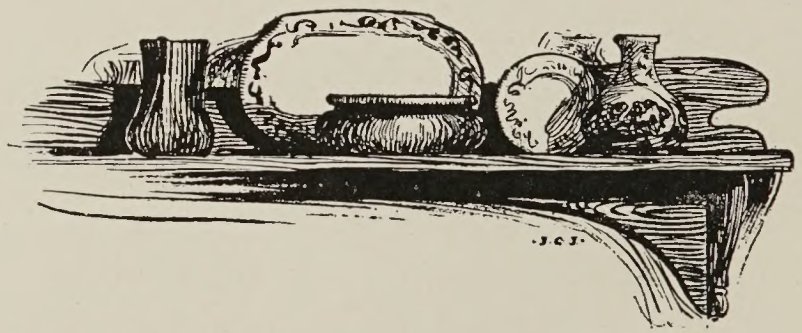
MODERN LIBRARY

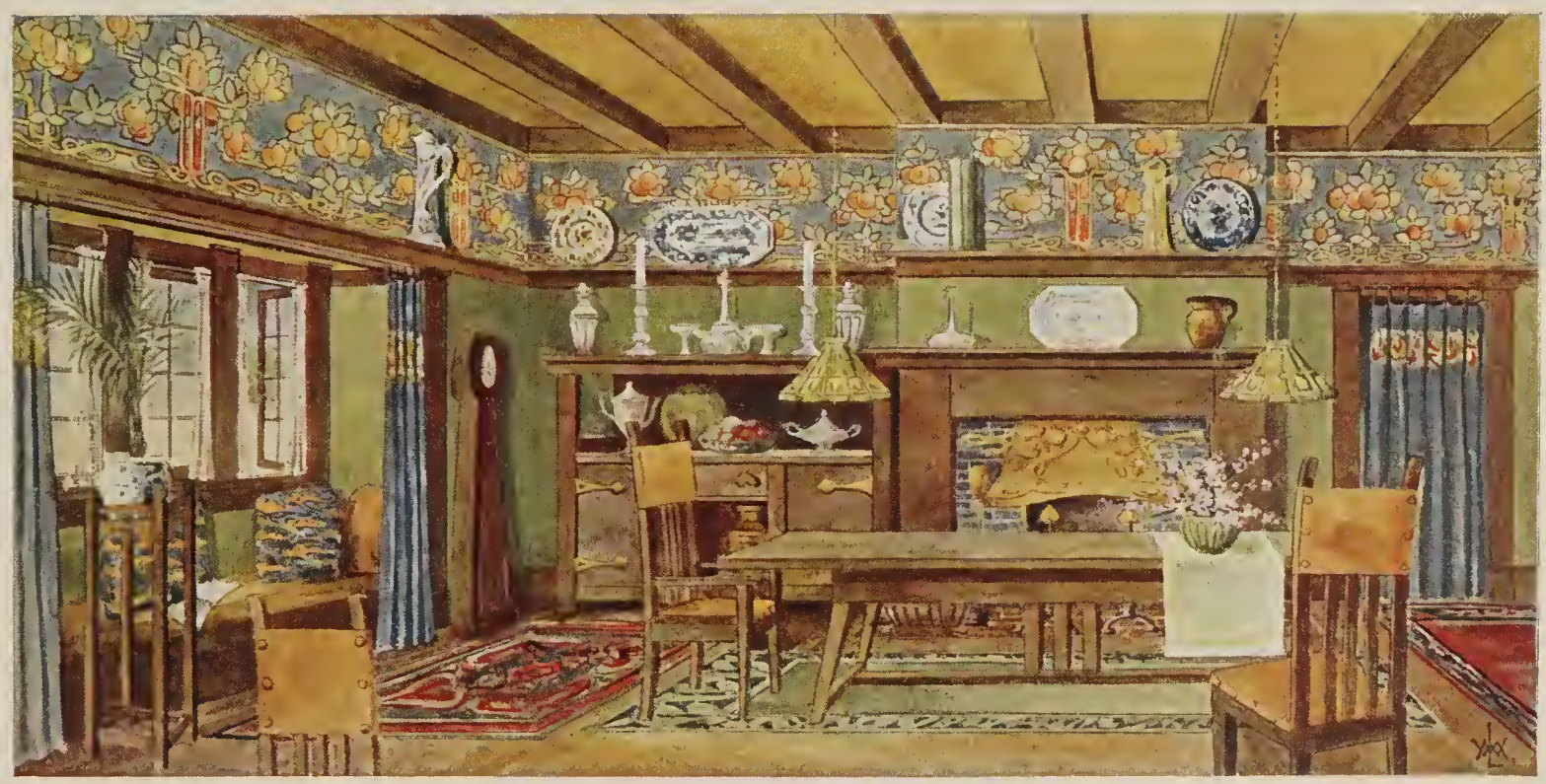
BLUE and green in happy combination always make for coolness and rest —two desirable attributes for a Dining-Room of a country house.

For this room a modern style is best. A scheme similar to that illustrated in the accompanying sketch may be carried out by hand, or with wall papers. For these wide frieze effects we have many designs, both American and foreign goods, that are best described by the expression, "Stunning!"

The woodwork is hand-finished to tone with the colors in the walls.

The furniture shown can be built to order at a very low figure.





DINING-ROOM — MODERN COUNTRY HOUSE

IN the wall papers we have exquisite glazed and plain chintzes, cretonnes, and similar light fabric effects, conventional and realistic florals, L'Art Nouveau designs, and other novelty effects from France and Germany, including tapestries, orientals, etc., that are an advance, artistically, over anything previously shown.

From England there are more of those large floral prints and Scotch stained effects, so stunning in ornament and color that they have made English designers famous the world over.

We also have a great variety of designs in Japanese leathers and grass-cloths.

In the designing of furniture and draperies we aim to get away from ordinary lines. Manufacturing exact reproductions of

the best examples of all periods is our specialty. Besides some fine pieces in the styles of Henry II. and Louis XIV., we show on our floors some rare examples of Italian Renaissance chairs.

Our drapery department, like the furniture designing, is a comparatively new departure with us, and as a consequence everything we show is in harmony with the very latest ideas. We make a specialty here of extreme imported stuffs for wall hangings, portières, or furniture coverings.

It is important to mention our fine selection of Dutch, Flemish, French, Italian, Chinese, and Japanese underglaze ware, as well as Russian, Dutch, and Colonial brass and copper. These pieces, both artistic and useful, are chosen, too, for their color value. It is marvelous how much a dash of color will add to the beauty of a room, provided it is both in good taste and well placed.

THE Dining-Room of a city house should be overflowing with interest, but withal a dignity must prevail. Elegant furnishings and warm, rich colors are necessary to the success of this room.

The one shown is in the style of the English Renaissance or Jacobean period. The walls above the wainscot are hung in a fabric that is a reproduction of a seventeenth-century tapestry. The same material is used on the chairs and screen, which are of carved English oak.

The ceiling between the beams is rough plaster covered with gold leaf.

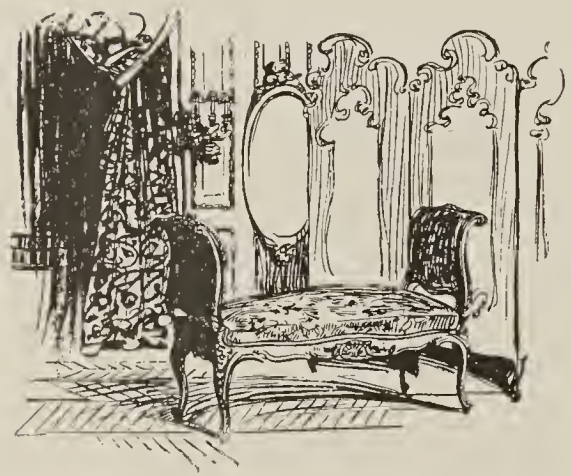
Hand-painted friezes with old tapestry or modern subjects are now very much in vogue in rooms of this type. For the execution of these we commission the most experienced artists in mural painting.

DINING-ROOM—ENGLISH RENAISSANCE

IN the accompanying sketch of a rose Bedroom an imported paper is used. The flowers in this design are fully a dozen inches in diameter. We have many of these large florals, equally as interesting, either for wide friezes above stripes with plain ceiling, or from a photograph or candle rail up and all over the ceiling, as in this one.

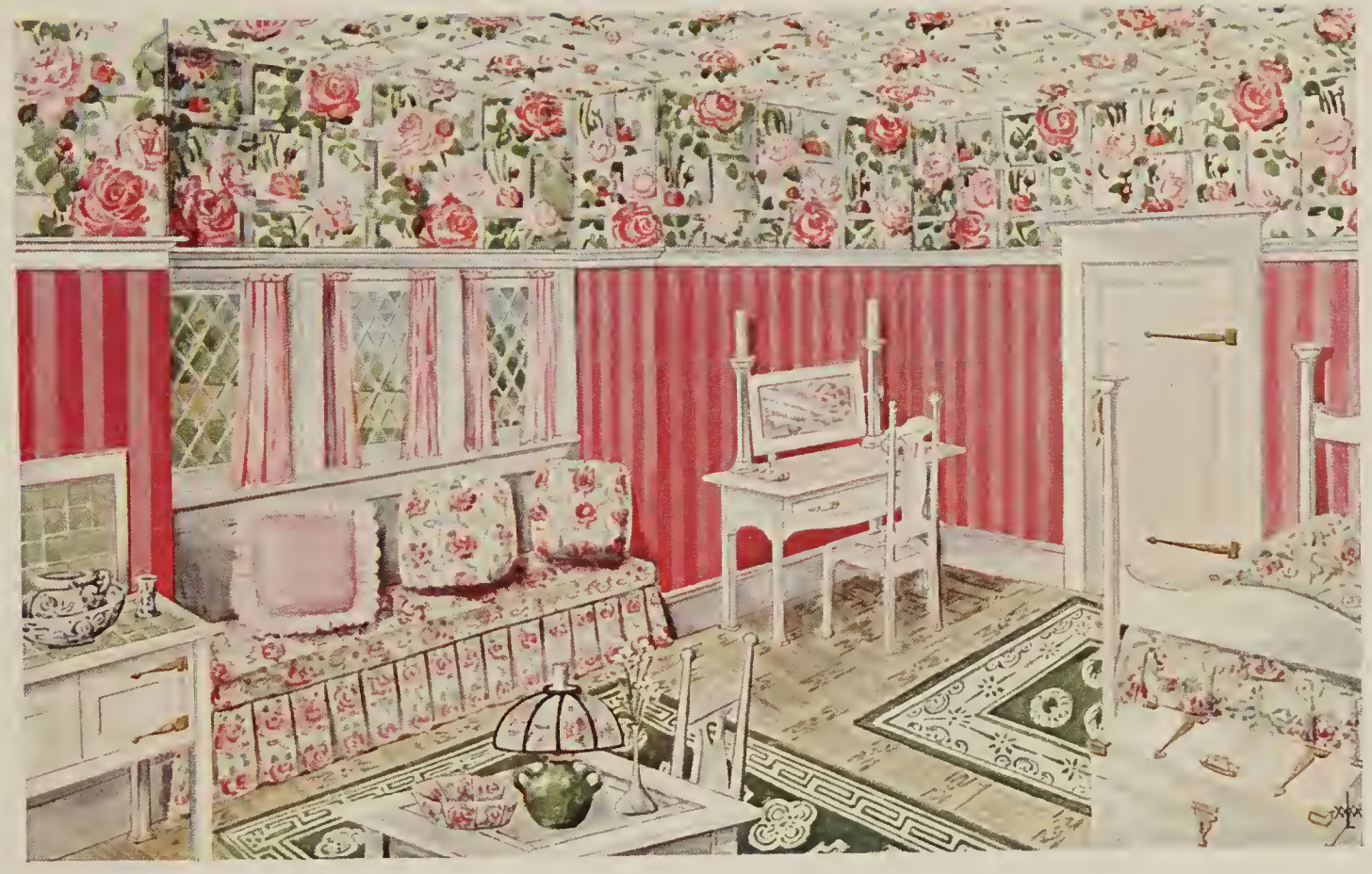
The furniture, which is after a pattern designed by a London firm, may be built to order.

On the floor is a matting over which green and white rugs are laid.



The bed and window-seat coverings are of French cretonne.

A treatment on this order is particularly good for a guest-room.



GUEST-CHAMBER — COUNTRY RESIDENCE

A SIMPLER but none the less artistic Bedroom is obtained with the corn-flower and poppy design. This paper, though of English manufacture, is quite inexpensive.

With woodwork finished in enamel or painted, and the furnishings in the right shades, the result is a delightful room, in which one will enjoy working as well as sleeping.

Often some of the chairs are covered with a chintz or cretonne which may be had in many patterns to match papers.

The over-draperies shown here are of heavy twilled cotton, with borders of the cretonne stitched on. The under ruffled curtains and bed covers are of plain white muslin.

BED-CHAMBER AND MORNING-ROOM

OOD decoration does not result from a mere staining of the woodwork, a covering of the walls with ornament, or the hanging of draperies. Nor is it dependent upon a lavish outlay of money, as many suppose.

A careful choosing of the decorator is the main consideration.

With the assistance of an artist, your money appropriation, large or small, will be made to produce the best effects.

He is an adviser, not a dictator. His chief claim to your consideration is his resourcefulness. He can suggest a thousand and one schemes for your rooms, but after he has become acquainted with you, from the few that he lays before you, you will rarely fail to be pleasantly surprised.

The wonder is he knows your tastes so well.

An artist never ceases to be a source of wonder and delight. As the musician touches your heartstrings through his violin, or the poet moves you with his simple yet vital verse, just so does the decorator, through the harmony of color and design, assist you in expressing your ideas of home decoration.

We have several decorators of long experience in our employ, who are thoroughly competent to originate and complete the decoration of a cottage or a castle.

We give especial attention to remodeling, redecorating and furnishing old houses from start to finish, embodying ideas that will please the owner and be in good taste.

We execute work in any part of the United States, and are prepared at all times to send representatives at our expense to estimate and plan decorations.

Drawings in color, showing completed rooms, are furnished when desired.

Your correspondence is solicited. Even though you may wish to make only a small wall-paper purchase, we can assist you greatly in the selections, and furthermore aid you in the choice of the furnishings. Send full particulars, and your letter will be referred to the proper person, who will give your wants his careful attention.

W. P. NELSON COMPANY,

Telephone, Central–3449.

193 Wabash Avenue, Chicago.

Established 1856.